



## AI IN CUSTOMER SERVICES

# Shaping the Future of Government-Citizen Interactions in Dubai

## WHY GOVERNMENT CUSTOMER SERVICES IS A GLOBAL CHALLENGE

Government customer services often struggle with long processing times and insufficient information, leading to citizen frustration. However, progress is being made. A global survey found that 56% of respondents from 29 countries are satisfied with government services, particularly in areas like identity document applications<sup>1</sup>. Yet, the need for quicker, more efficient service remains. Countries like Singapore, Denmark, and the UAE are setting the standard by adopting customer-focused designs and digital platforms, using technology to boost satisfaction and trust in government services<sup>1</sup>.



## KEY STATISTICS

AI customer service tools can handle up to

**80%**

of routine inquiries, reducing response times by

**70%**

and significantly cutting operational costs <sup>2</sup>

Adoption is slow, The Govloop report, based on a survey of 217 public-sector employees where only

**12%**

of agencies currently using AI or chatbots, while **66% are not considering implementing them at all**. The main reasons for this slow adoption include other pressing priorities, limited funding, and a lack of understanding of the technology's potential. <sup>3</sup>

There is a growing preference for digital interactions with government services. For instance,

**60%**

of citizens have a strong preference for digital channels in The US<sup>4</sup>

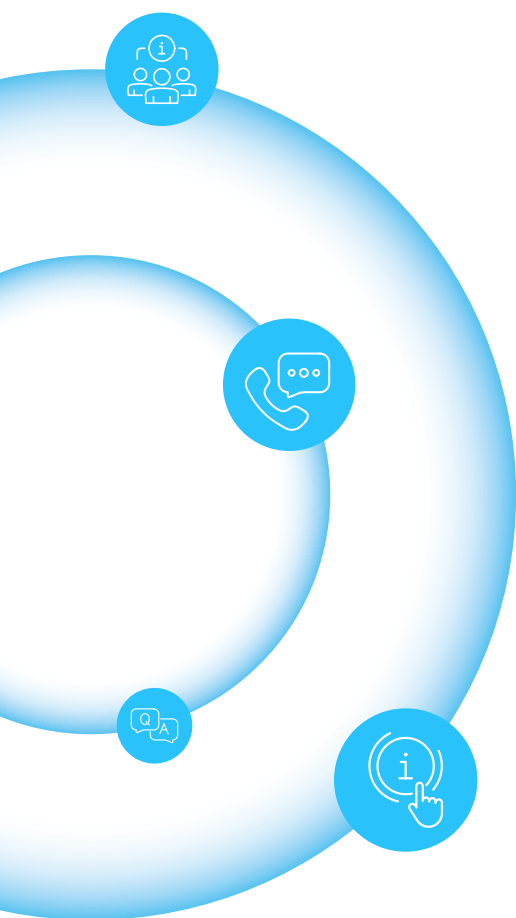


## HOW DOES IT LOOK LIKE IN DUBAI?

Dubai's government customer services have undergone significant transformation, focusing on efficiency, accessibility, and digital integration. Initiatives like the Dubai Model for Government Services aim to enhance service quality through customer insights and service delivery improvements <sup>5</sup>. Digital Dubai Authority has launched initiatives to elevate data quality and governance, aligning with international standards to support informed decision-making <sup>6</sup>. Despite these efforts, challenges remain, such as catering to a diverse and transient population, ensuring seamless digital experiences, and maintaining high service standards amidst rapid technological advancements <sup>7</sup>.

## HOW AI WILL SOLVE THIS CHALLENGE

AI can revolutionise government customer service by automating routine tasks, reducing wait times, and improving response accuracy. AI-driven chatbots, virtual assistants, and customer service agent robots, including digital human avatars, can provide instant support for common inquiries, freeing up human agents to handle more complex issues using natural language processing (NLP) and machine learning for accurate, quick responses. These AI-powered avatars interact with citizens, guide them through processes, and offer real-time solutions, enhancing efficiency and accessibility. Additionally, AI can analyse large volumes of data to identify patterns and predict service demands, allowing governments to allocate resources more effectively and personalise services. By enhancing the speed, precision, and accessibility of government services, AI addresses key challenges in customer service, ultimately improving user satisfaction and trust in public institutions.





# THE IMPACT OF AI FOR DUBAI

The integration of AI in Dubai's government customer services or happiness centers could dramatically enhance efficiency and service delivery across the city. By reducing processing times by up to 50% and customer response times by up to 80%, AI can significantly streamline operations. AI-powered self-service capabilities would enable residents and visitors to independently engage with government services, resolving approximately 45% of cases without human intervention, thereby conserving time and resources while improving accuracy. This reduction in human error, coupled with AI's ability to optimise resource allocation, could lead to a 40% increase in satisfaction levels and a 15-30% boost in productivity. These advancements underscore AI's potential to transform Dubai's government services, making them more responsive, efficient, and aligned with the city's commitment to innovation.

## CITATIONS

<sup>1</sup> World Government Summit, "Global Government Services Handbook 2023," [www.worldgovernmentssummit.org/observer/reports/2023/detail/global-government-services-handbook-2023](http://www.worldgovernmentssummit.org/observer/reports/2023/detail/global-government-services-handbook-2023), accessed 2024.

<sup>2</sup> ZenDesk, "AI in Customer Service," [www.zendesk.com/blog/ai-customer-service](http://www.zendesk.com/blog/ai-customer-service), accessed 2024.

<sup>3</sup> GovLoop, "AI in Government Customer Experience," [go.govloop.com/rs/231-DWB-776/images/Potential-of-AI-in-gov-CX.pdf](http://go.govloop.com/rs/231-DWB-776/images/Potential-of-AI-in-gov-CX.pdf), accessed 2024.

<sup>4</sup> Deloitte Insights, "Digital Citizen Survey," [www2.deloitte.com/content/dam/insights/articles/in176014.cgi-digital-citizen-survey/DI-Digital-citizen-us.pdf](http://www2.deloitte.com/content/dam/insights/articles/in176014.cgi-digital-citizen-survey/DI-Digital-citizen-us.pdf), accessed 2024.

<sup>5</sup> Dubai Media Council, "Government Services Report," [dmc.gov.ae/documents/1188599/988babf9-e61f-6f4f-5b09-1d72f0960816](http://dmc.gov.ae/documents/1188599/988babf9-e61f-6f4f-5b09-1d72f0960816), accessed 2024.

<sup>6</sup> Digital Dubai, "Data Quality Initiative," [www.digitaldubai.ae/newsroom/news/digital-dubai-launches-initiative-to-enhance-data-quality-aligning-with-highest-international-standards](http://www.digitaldubai.ae/newsroom/news/digital-dubai-launches-initiative-to-enhance-data-quality-aligning-with-highest-international-standards), accessed 2024.

<sup>7</sup> McKinsey & Company, "Modernizing Citizen Services," [www.mckinsey.com/industries/public-sector/our-insights/how-the-uae-government-modernized-citizen-services](http://www.mckinsey.com/industries/public-sector/our-insights/how-the-uae-government-modernized-citizen-services), accessed 2024.